

From: aaron@urbanplaceconsulting.com
Subject: RE: Vermont/King plaza contact
Date: March 24, 2017 at 4:30 PM
To: John Biondo 36576@lapd.online

Interesting. The larger chains would make sense financially.

I'd suggest talking with Alex to see they can suggest good businesses/managers to go after.

Thanks,
Aaron

----- Original Message -----

Subject: Re: Vermont/King plaza contact
From: John Biondo <36576@lapd.online>
Date: Fri, March 24, 2017 3:36 pm
To: "aaron@urbanplaceconsulting.com" <aaron@urbanplaceconsulting.com>

Thanks Aaron.

I would like to get your input for a project I have been tasked with.

Basically the Up Task Force Sgt., Sgt Lee, is interested in reducing the amount of preventable crime. He wants to partner with businesses in the USC Safety Zone Area to incentivize students and others to attend safety events, sign up for mobile alets and register their bikes, among other things.

He believe that if the businesses offer something to the students like a coupon or some other kind of inducement, the message about keeping themselves and their property safe would register better.

He would initially like 3-4 well know chains, like Starbucks or McDonalds to become involved and then see if we could expand it to other BID members.

I don't have a mock up or any other detailed information but I would like to have Sgt. Lee meet the BID members and make a pitch to them

Any thoughts would be great

From: aaron@urbanplaceconsulting.com <aaron@urbanplaceconsulting.com>
Sent: Wednesday, March 15, 2017 10:21:09 AM
To: John Biondo
Subject: Vermont/King plaza contact

Hi,

Contact for the plaza Vermont/King is:
[REDACTED] Ophir Management
[REDACTED]

From: aaron@urbanplaceconsulting.com
Subject: Vermont/King plaza contact
Date: March 15, 2017 at 10:21 AM
To: JOHN BIONDO 36576@lapd.lacity.org



Hi,

Contact for the plaza Vermont/King is:

[REDACTED] Ophir Management

[REDACTED]